

Notice of References Cited		Application/Control No.	Applicant(s)/Patent Under Reexamination	
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Examiner		Art Unit	Yehdega Retta	
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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
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*	B	US-2002/0116494	08-2002	Kocol, Bryan	709/224
*	C	US-6,693,649	02-2004	Lipscomb et al.	715/762
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	M	US-			

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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	"The HotMedia Architecture: Progressive and Interactive Rich Media for the Internet; Kumar et al.; IEEE Transactions on Multimedia Vol. 3 No. 2 June 2001
	V	Leading On-line Advertising Agencies Use IBM HotMedia in Next Generation Campaigns; IBM Press room – 1998-10-26; New York; http://www-03.ibm.com/press/us/en/pressrelease/20408.wss
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
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